

3626

PATENT

Case Docket No. AMAZON.074A

Date: January 22, 2003

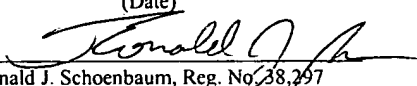
## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Snodgrass, et. al.,  
App. No. : 09/876,611  
Filed : June 7, 2001  
For : IDENTIFYING AND PROVIDING  
TARGETED CONTENT TO USERS  
HAVING COMMON INTERESTS  
Examiner : UNKNOWN

) I hereby certify that this correspondence and all  
) marked attachments are being deposited with the  
) United States Postal Service as first class mail in  
) an envelope addressed to: United States Patent  
) and Trademark Office, P.O. Box 2327,  
) Arlington, VA 22202, on

January 22, 2003

(Date)

  
Ronald J. Schoenbaum, Reg. No. 38,297

## TRANSMITTAL LETTER

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

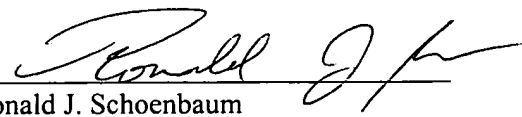
Transmitted herewith is a Power of Attorney from Amazon.com, Inc., the new assignee of the above-referenced application, along with a copy of the Assignment and a return prepaid postcard.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Account No. 11-1410.

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Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404



AMAZON.000GEN

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Patents and Applications: 09/821,712; filed 03/29/01 X )  
09/821,826; filed 03/29/01 )  
6,269,369; issued 07/31/01 )  
09/348,355; filed 07/07/99 )  
09/715,929; filed 11/17/00 )  
09/715,850; filed 11/17/00 )  
09/650,173; filed 08/29/00 )  
09/729,646; filed 12/04/00 )  
09/928,982; filed 08/13/01 )  
09/928,970; filed 08/13/01 )  
09/815,450; filed 03/22/01 )  
09/900,487; filed 07/06/01 )  
09/876,608; filed 06/07/01 )  
09/933,277; filed 08/20/01 )  
10/127,358; filed 04/19/02 )  
09/876,611; filed 06/07/01 )

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**ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION**  
**AND**  
**REVOCATION AND POWER OF ATTORNEY**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee").  
Assignments representing the entire chains of title from the inventor(s) to Amazon.com  
Holdings, Inc. in each of the above-referenced matters are recorded as follows:

Patent or Application No.	Title	Assignment(s) representing chain of title from inventors to Amazon.com Holdings, Inc. recorded at:
09/821,712 Ref: AMAZON.008CP1	USE OF PRODUCT VIEWING HISTORIES OF USERS TO IDENTIFY RELATED PRODUCTS	Reel 011956/Frame 0882
09/821,826 Ref.: AMAZON.008CP2	CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION	Reel 011957/Frame 0815

6,269,369 Ref.: AMAZON.018A	NETWORKED PERSONAL CONTACT MANAGER	Reel 9107/Frame 0150 Reel 011584/Frame 0721 Reel 012937/Frame 0710
09/348,355 Ref.: AMAZON.018C1	CROSSING PATHS NOTIFICATION SERVICE	Reel 010159/Frame 0983 Reel 011584/Frame 0721 Reel 012937/Frame 0710
09/715,929 Ref.: AMAZON.053A	METHODS AND SYSTEMS FOR DISTRIBUTING INFORMATION WITHIN A DYNAMICALLY DEFINED COMMUNITY	Reel 011831/Frame 0432
09/715,850 Ref.: AMAZON.054A	METHODS AND SYSTEMS FOR PROCESSING DISTRIBUTED FEEDBACK	Reel 011790/Frame 0280
09/650,173 Ref.: AMAZON.059A	VOICE INTERFACE AND METHODS FOR IMPROVING RECOGNITION ACCURACY OF VOICE SEARCH QUERIES	Reel 011469/Frame 0684
09/729,646 Ref.: AMAZON.060A	GRAMMAR GENERATION FOR VOICE- BASED SEARCHES	Reel 011685/Frame 0307
09/928,982 Ref.: AMAZON.062A1	USER-TO-USER PAYMENT SERVICE WITH PAYEE-SPECIFIC PAY PAGES	Reel 012382/Frame 0284
09/928,970 Ref.: AMAZON.062A2	NETWORK BASED USER-TO-USER PAYMENT SERVICE	Reel 012382/Frame 0294
09/815,450 Ref.: AMAZON.063A	DELIVERY OF GOODS FROM INTERNET VENDORS TO ANONYMOUS CUSTOMERS	Reel 011984/Frame 0001
09/900,487 Ref.: AMAZON.070A	CONTEXTUAL PRESENTATION OF INFORMATION ABOUT RELATED ORDERS DURING BROWSING OF AN ELECTRONIC CATALOG	Reel 012225/Frame 0533
09/876,608 Ref.: AMAZON.071A	ELECTRONIC PURCHASING PROGRAM IN WHICH CUSTOMERS CREATE PURCHASE INCENTIVES FOR OTHER USERS	Reel 012279/Frame 0766
09/933,277 Ref.: AMAZON.072A	SERVICES FOR INCREASING THE UTILITY OF ELECTRONIC WISH LISTS	Reel 012304/Frame 0083
10/127,358 Ref.: AMAZON.073A	RECOMMENDATIONS AND SERVICES BASED ON WORKS PLAYED OR STORED ON USER DEVICES	Reel 013016/Frame 0267
09/876,611 Ref.: AMAZON.074A	IDENTIFYING AND PROVIDING TARGETED CONTENT TO USERS HAVING COMMON INTERESTS	Reel 012129/Frame 0879

An assignment of these matters from Amazon.com Holdings, Inc. to the Assignee is attached.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or

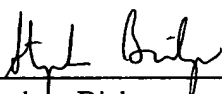
imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 2040 Main Street, 14<sup>th</sup> Floor, Irvine, CA 92614, Telephone (949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

AMAZON.COM, INC.

Dated: 16 January 2003

By:   
Stephen Bishop

Title: Assistant Secretary and  
Associate General Counsel

Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
Seattle, WA 98144

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## ASSIGNMENT

WHEREAS, Amazon.com Holdings, Inc., a Delaware corporation having a principal place of business at 1200 12<sup>th</sup> Avenue South, Suite 1200, Seattle, WA 98144 (hereinafter "ASSIGNOR"), is the assignee of record of the following patents and patent applications (hereinafter "Patent Assets"):

### Issued U.S. Patents:

<u>Patent No.</u>	<u>Issue Date</u>	<u>Title</u>
6,269,369	07/31/01	Networked personal contact manager

### Pending U.S. Applications:

<u>Appl. No.</u>	<u>Filing Date</u>	<u>Title</u>
09/821,712	3/29/01	Use of product viewing histories of users to identify related products
09/821,826	3/29/01	Content personalization based on actions performed during a current browsing session
09/348,355	7/07/99	Crossing paths notification service
09/715,929	11/17/00	Methods and systems for distributing information within a dynamically defined community
09/715,850	11/17/00	Methods and systems for processing distributed feedback
09/650,173	8/29/00	Voice interface and methods for improving recognition accuracy of voice search queries
09/729,646	12/04/00	Grammar generation for voice-based searches
09/928,982	8/13/01	User-to-user payment service with payee-specific pay pages
09/928,970	8/13/01	Network based user-to-user payment service
09/815,450	3/22/01	Delivery of goods from internet vendors to anonymous customers
09/900,487	7/06/01	Contextual presentation of information about related orders during browsing of an electronic catalog
09/876,608	06/07/01	Electronic purchasing program in which customers create purchase incentives for other users
09/933,277	8/20/01	Services for increasing the utility of electronic wish lists
10/127,358	4/19/02	Recommendations and services based on works played or stored on user devices
09/876,611	6/07/01	Identifying and providing targeted content to users having common interests

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Pending International Applications:

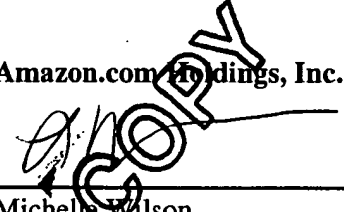
<u>Appl. No.</u>	<u>Filing Date</u>	<u>Title</u>
PCTUS01/49737	10/22/01	Network-Based User-To-User Payment Service
PCTUS02/20683	06/28/02	Contextual Presentation of Information About Related Orders During Browsing of an Electronic Catalog

WHEREAS, Amazon.com, Inc., a Delaware corporation having a place of business at 1200 12<sup>th</sup> Avenue South, Suite 1200, Seattle, WA 98144 (hereinafter "ASSIGNEE") desires to acquire ASSIGNOR's entire right, title, and interest in and to the Patent Assets;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that it has sold, assigned, and transferred, and by these presents does hereby sell, assign, and transfer, unto ASSIGNEE, its successors, legal representatives, and assigns, the entire right, title, and interest of ASSIGNOR throughout the world in, to, and under said Patent Assets and the inventions disclosed therein. Included within this assignment are all rights of ASSIGNOR under international treaty or convention to pursue patent protection for said inventions, and all rights of ASSIGNOR in, to and under any and all divisions, continuations, reissues, reexaminations, renewals, and extensions of the Patent Assets. ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all patents resulting from the Patent Assets to ASSIGNEE, its successors, legal representatives, and assigns, in accordance with the terms of this Agreement.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal.

Amazon.com Holdings, Inc.

  
Michelle Wilson  
Vice President and Secretary

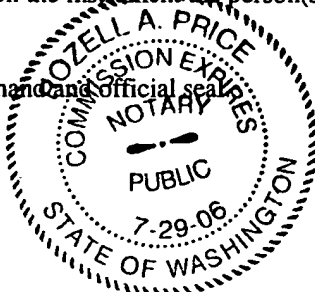
Date: 1-16-03

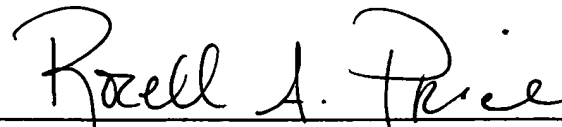
STATE OF Washington }  
COUNTY OF King } ss.

On January 16, 2003, before me, Roell A. Price, personally appeared Michelle Wilson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



  
Notary Signature

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Amazon.com, Inc.

*He* *COPY*  
\_\_\_\_\_  
Stephen Bishop  
Assistant Secretary and Associate General Counsel

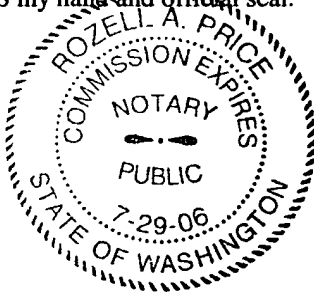
Date: 16 January 2003

STATE OF Washington }  
COUNTY OF King } ss.

On January 16, 2003, before me, Rozell A. Price, personally appeared Stephen Bishop personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Rozell A. Price  
Notary Signature

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